



49TH

www.TRUCKINGSHOW.com



MID-AMERICA TRUCKING SHOW

PROSPECTUS

March 26 - 28, 2020 / Louisville, Kentucky



The Entire Trucking Industry

With over 70,000 attendees and 1,000+ exhibitors you will see top industry executives, fleets, owner-operators, OEMs, aftermarket providers, dealers, distributors, sales reps, company drivers and the industry press all in one location.

1,000+ Exhibitors **70,000+** Attendees **1,000,000+** Sq.Ft. of Exhibits

MATS attendance by the numbers

Fleet Owners / Executives	6,279	Owner-Operators	18,107
Fleet Operations / Safety	1,739	Manufacturer / Supplier	3,292
Fleet Admins / Purchasing	1,665	Mechanics / Technicians	3,174
Fleet Maintenance Manager	1,391	Dealers / Distributors	3,117
Company Drivers	10,825	Students / Instructors	1,051

Top reasons attendees come to MATS

Look for new products & services

“ I mainly go to MATS to see all the new products and meet with our suppliers. Everything is there to see in one spot.



Neil Jutzi
Fleet Owner

Stay up to date with industry changes

“ I have trucks that run the east coast and MATS gives me the opportunity to see what's new in the industry.



Wayne Hughes
Fleet Owner

Meet with product experts face-to-face

“ At MATS we are able to see new products as companies bring them out and ask engineers about the product.



Vincent Crisanti
Owner Operator

MATS attendees are your customers

Connecting with new customers and nurturing relationships is critical to your success in the trucking industry. From single-truck owner-operators to small/medium fleets, MATS puts you directly in front of these hard to reach segments.

79.9% say their visit to MATS will influence their purchasing decisions over the next 6-12 months.

“ Anything trucking you need is at MATS, so it allows me to get a lot done in a very short period of time. We've been able to demo and research lots of new products and we've signed on with new suppliers as a result of getting face-to-face with the people behind the product.

Randy Manning
Fleet Owner

“

Mid-America helps us continually find new customers. The Mid-America Trucking Show attracts new entrants into the market and that is the lifeblood of our business.

Brent Hutto
Truckstop.com

MATS is the place to find new customers

23.1% of MATS attendees were first time attendees in 2019

77.8% of MATS attendees do not attend any other industry shows



One event to achieve all your marketing objectives

Whether you're a small company, just getting established in the industry, or a global brand, MATS offers an unparalleled opportunity to introduce new products, increase brand awareness, engage customers, and network with distributors/suppliers.

Exposure

MATS attracts a cross-section of the entire trucking industry, providing unmatched exposure for new and established companies to meet their marketing objectives.

Connections

MATS connects you to the \$700 Billion Trucking Industry and helps build relationships with buyers, distributors, dealers, end-users, fleets, manufacturers, suppliers, the media and more.

Engagement

MATS face-to-face environment facilitates engagement and offers a multitude of programs and activations that showcase your products and engage your target customer in a meaningful way.

“It's very difficult to find this many people in this period of time and you can get in front of so many here in Louisville at MATS. We're able to show our new product lines, things that we'd like to do, things that we're going to do, get some information from the customers, and find out things that we could potentially do in the future. We're able to get that information to them and actually have a sit-down, face-to-face talk.”

John Barker | Trailstar



Our experienced team can assist in developing a plan to match your marketing goals and maximize your results.

The results speak for themselves

“The results here are really tangible. It's a direct interaction with a customer, face to face - you can't beat that. It's different than going out to social media, doing email blasts, or trying to market to someone online. There's that personal touch which I think is super important in the trucking industry and we get that here so our return on investment is massive - lots and lots of face time with customers, lots of feedback, and in turn, opportunity to work with them.”

Josh Tobin | Keep Truckin



“For us MATS is a great opportunity to grow our business both with the meeting side and learning and working with our OEM partners as well as opportunities to communicate our service and product offers like we did with Uniroyal last year. It really helped us launch the brand and be a huge success in the market.”

Kelly Purvis | Uniroyal



“The challenge every company has is really reaching your core users, your core customers and getting feedback. MATS provides that opportunity - there's so many people that come here, so many owner-operators, fleets. You really can engage with them, you can talk to them, you can find out what issues they're having with your product or service, what can be improved. Those are some of the most valuable things that you can't get anywhere else.”

Amer Avdic | Find Truck Service



97.1% of exhibitors would recommend MATS to a potential exhibitor

See exhibitor video interviews at www.truckingshow.com/SUCCESS

Start planning now to join the entire trucking industry at MATS 2020

Exhibit space rates

Linear Exhibits (10x10, 10x20, 10x30, etc)

10x10 **\$1,300** each
General Show +\$100 per corner

10x10 **\$1,400** each
Recruitment Center* +\$100 per corner

* For Carriers Only - Includes Booth Carpet, 6' Skirted Table, 2 Chairs

Island/Split Island Exhibits (20 x 20 and up)

400 – 1500 sq.ft **\$13.00**/sq.ft.

1501 – 2400 sq.ft **\$12.00**/sq.ft.

2401 – 2900 sq.ft **\$11.00**/sq.ft.

2901 sq.ft + **\$10.00**/sq.ft.

Outdoor Space **\$5.00**/sq.ft.

Allen Barnett



502.899.3892
allen.barnett@truckingshow.com

Chris Blair



502.899.3892
chris.blair@truckingshow.com

Toby Young



502.899.3892
toby.young@truckingshow.com

Beyond the booth

Sponsorship / Advertising

MATS offers sponsorships, signage, and advertising that reach and engage attendees before, during, and after the show. Contact us for a consultation.

www.truckingshow.com/SPONSORSHIP



Adam Weckman

502.899.3894
adam.weckman@truckingshow.com

Special Events

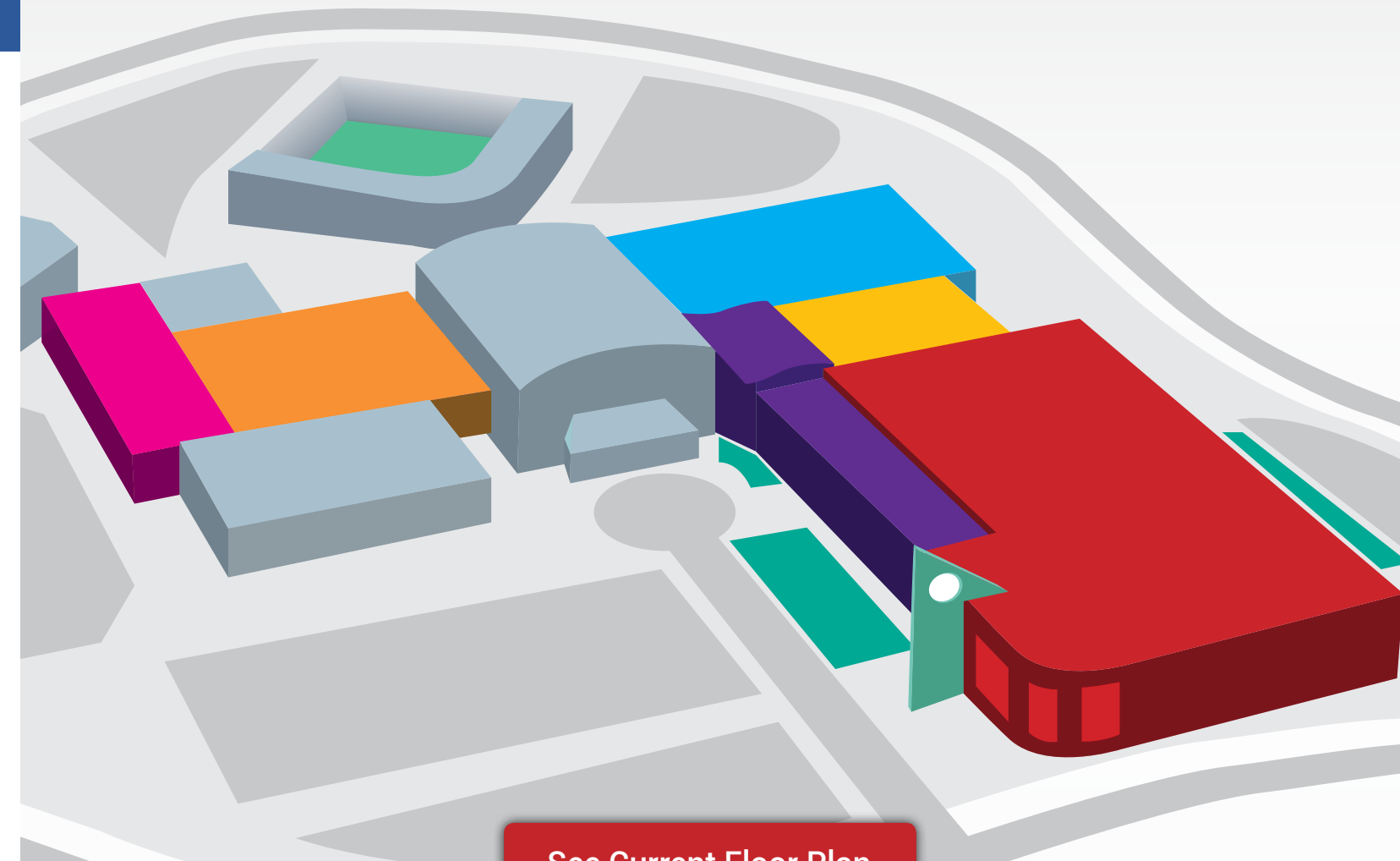
Whether educational, media, social or private, if you would like to hold an event at MATS or even co-locate an existing event, we are always eager to discuss.

www.truckingshow.com/HOST-AN-EVENT



Toby Young

502.899.3892
toby.young@truckingshow.com



[See Current Floor Plan](#)

Join the entire industry

www.TRUCKINGSHOW.com

Complete Application for Booth Space

On the next page you will find the application.

Please indicate booth size and/or location preference, and we will contact you.

Contact Our Sales Team for a Consultation

Exhibit Management Associates

Phone: (502) 899-3892

Email: exhibit@truckingshow.com



EXHIBIT SPACE APPLICATION & CONTRACT

INSTRUCTIONS: Complete Sections 1 through 4 to apply for Exhibit Space at the 2020 Mid-America Trucking Show (March 26-28, 2020). By submitting this Application, the Exhibitor agrees to comply with the accompanying Terms and Conditions & Show Rules and Restrictions, which are made a part of this agreement by reference and fully incorporated herein.

1 EXHIBITOR INFORMATION

Highlighted info will be published in Directory and MATS website.

CONTACT INFORMATION

Will not be published in Directory and MATS website.

EXHIBITOR CONTACT (Point of contact at exhibiting company)

Contact: _____

Email: _____

Office Phone: _____

Mobile Phone: _____

ADMIN CONTACT (Main point of contact for show planning)

Company: _____

Address: _____

City: _____ State/Province: _____

Zip: _____ Country: _____

Contact: _____

Email: _____

Office Phone: _____

Mobile Phone: _____

Please send me information about Advertising/Sponsorship

Company: _____

Address: _____

City: _____

State/Province: _____

Zip: _____ Country: _____

Main Phone: _____

Website: _____

Please include company website in all print and digital exhibitor listings.

Description of Products/Services:

(120 Characters max including spaces. We reserve the right to edit as necessary.)

2 EXHIBIT SPACE REQUEST

Indicate booth size and booth number, aisle, or area.

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

Special Instructions: _____

EXHIBIT SPACE RATES

Linear Exhibits (10x10, 10x20, 10x30, etc)

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General Show +\$100 per corner

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2401 - 2900 sq.ft. \$11.00/sq.ft.

2901 sq.ft. + \$10.00/sq.ft.

Outdoor Space \$5.00/sq.ft.

3 PAYMENT DETAILS

Booth Space Total \$ _____

Exhibitor Listing Add-Ons \$ _____

Add Website to Listing (\$50)

Add Logo to Listing (\$250)

Add Logo to Floorplan Map (\$300)

All Three Options (\$500)

Total Cost \$ _____

Total Enclosed \$ _____

Send invoice for payment via: Check ACH

Credit Card (10 x 10 booths only)

Card#: _____

Exp Date: _____ CVV#: _____ Billing Zip: _____

Billing Address: _____

Cardholder Name: _____

Cardholder Signature: _____

Application submitted **BEFORE JAN 1, 2020:**

- Submit Application and **50% of the Total Cost**
- Final payment due Jan 1, 2020. Invoice will be sent to Admin Contact

Application submitted on or **AFTER JAN 1, 2020:**

- Submit Application and **100% of the Total Cost**

4 SIGN & RETURN

Please make all payments to: **Exhibit Management Associates, Inc. / 1404 Browns Lane, Suite E, Louisville, KY 40207**
Email: exhibit@truckingshow.com **Fax:** (502) 899-3952 **Phone:** (502) 899-3892

AUTHORIZED SIGNATURE: **X** _____ TITLE: _____

NAME (Please Print): _____ DATE: _____

THIS SPACE FOR OFFICE USE ONLY

Accepted By: _____

Date: _____

Date	Booth	Size	Sq. Ft.	Cost	
			Total	Total	

2020 MATS TERMS & CONDITIONS / SHOW RULES & RESTRICTIONS

TERMS AND CONDITIONS

1. Agreement for Lease of Exhibit Space: The Exhibitor, by submitting the Application on the reverse side of this form, applies for the lease of exhibit space in the exhibition area of the Kentucky Exposition Center for the purpose of displaying and demonstrating equipment manufactured or distributed by the Exhibitor or services available from the Exhibitor during the Mid-America Trucking Show (the "Show"), which is scheduled for March 26, 2020 through March 28, 2020. The Exhibitor acknowledges and agrees that its Application does not become a binding and enforceable agreement for the lease of said exhibit space unless and until Exhibit Management Associates, Inc. ("Show Management") accepts its Application in writing. Show Management has the exclusive right to determine, at its sole discretion, the eligibility of any potential Exhibitor for inclusion in the Show and may reject the Application of any potential Exhibitor not deemed to be in keeping with or appropriate to the purpose of the Show. The Exhibitor, by submitting its Application, agrees to abide by the Terms and Conditions for this Agreement to Lease Exhibit Space ("Agreement") and the Show Rules and Restrictions listed herein.

2. Assignment of Exhibit Space: The Exhibitor acknowledges that it has received a copy of the Show Floor Plan from Show Management and that it has listed on its Application its order of choices for exhibit space in the exhibition area of the Kentucky Exposition Center. Show Management will make every effort to accommodate the Exhibitor's requests for specific exhibit spaces, but reserves the right, at its discretion, to assign exhibit space to the Exhibitor. Upon acceptance of the Exhibitor's Application, Show Management will notify the Exhibitor in writing of the specific exhibit space for the Exhibitor's use at the Show ("Exhibit Space"). The Exhibitor accepts the Show Floor Plan and acknowledges and agrees that Show Management reserves the right to relocate the Exhibitor to a different Exhibit Space and to modify the Show Floor Plan after acceptance of the Exhibitor's Application if Show Management determines, at its discretion, that it is in the best interest of the Show or if such a relocation or modification is required by any agency regulating the exposition area.

3. Cancellation/Refund Policy: Any change to exhibit space is subject to the terms of the "Cancellation/Refund Policy". Requests for cancellation, reconfiguration, or relocation of exhibit space must be submitted in writing to Show Management. At its sole discretion, Show Management reserves the right to relocate Exhibitor to accommodate any cancellation/reconfiguration request. Cancellation/release of any exhibit space before December 31, 2019 will result in a penalty of 25% of the total cost of the exhibit space cancelled/released. After December 31, 2019, the Exhibitor is liable for 100% of the total Exhibit Space cost. In no case will any refund be made for cancellation/release of Exhibit Space after December 31, 2019.

4. Sub-Leasing: The Exhibitor will not assign, share, or sublet its Exhibit Space or any part thereof, to a third party, either with or without charge, without prior written permission of Show Management.

5. Use of Exhibit Space: The Exhibitor agrees that it will only use the Exhibit Space to display and demonstrate products and services directly related to and utilized by the trucking industry. The Exhibitor agrees that its Exhibit Space has been assigned for its exclusive use and it will not display any product or service other than those manufactured, distributed, or sold by it in its regular course of business. Any activity within an Exhibit Space must have a sufficiently large area to accommodate the audience without causing any blockage of aisles. The Exhibitor further agrees that all demonstrations, displays, and distribution of promotional materials will be confined to its Exhibit Space and that the Exhibitor's personnel will not canvass or solicit business outside of its exhibit space. Exhibit Space assigned to, but not occupied by, the Exhibitor at the start of the show, or for any time thereafter, shall revert back to Show Management to be re-leased and occupied in any manner and for such purposes as Show Management may choose. In such event, all funds theretofore paid by the Exhibitor in relation to the Exhibit Space shall be retained by Show Management as liquidated damages, and this Agreement shall be null and void.

6. Installation and Dismantling of Exhibits: The Exhibitor agrees that installation of Exhibits for use in the Exhibit Space will be conducted based on the "Move In Schedule" provided to the Exhibitor by Show Management in the Exhibitor Services Kit. Setup will be coordinated by the Show Decorator, who will contact the Exhibitor to schedule an installation time. Dismantling will not begin before 4:00 p.m., Saturday, March 28, 2020. Any Exhibitor found to be in violation of this policy will be subject to a \$500 fine and loss of show seniority for future exhibit space selection. No trucks, tractors, trailers or any rolling stock will be started or moved from the exhibition area before 5:00 p.m. Saturday, March 28, 2020. The Exhibitor further agrees that it will vacate the exhibition area no later than 12:00 midnight, Sunday, March 29, 2020. It is the Exhibitor's sole responsibility, at its sole cost, to install and put in place its Exhibit before the opening of the Show and dismantling and removing it immediately after the closing of the Show as set forth above. The Exhibitor agrees that any deviation from the above installation and dismantling schedule and procedure must be approved in advance in writing by Show Management.

7. Arrangement of Exhibits: The Exhibitor accepts the basic booth layout as outlined on the Show Floor Plan provided by Show Management and agrees that all displays and furnishings for use in its Exhibit Space will be at the Exhibitor's sole expense. The Exhibitor further agrees not to erect signs, partitions or to display products in such a way as to occasion injury or disadvantageously affect the display of other exhibitors. The Exhibitor agrees to comply with the "Exhibit Display Regulations" as outlined in the Exhibitor Services Kit. Plans for any questionable exhibits should be submitted by the Exhibitor for Show Management approval a minimum of 60 days prior to the first day of the show or within two (2) weeks of Show Management's acceptance of the Exhibitor's Application, whichever is earlier.

8. Fire Regulations: The Exhibitor agrees, as a condition of eligibility to exhibit at the Show, that all aspects of its Exhibit, including, but not limited to, its material, installation and operation, must comply with all requirements of the Kentucky State Fire Marshall and Kentucky laws and regulations relating to fire safety.

9. Insurance: The Exhibitor agrees to maintain, for the duration of the Show, including move-in and move-out, General Liability coverage with a limit of at least \$1,000,000 per occurrence and a \$2,000,000 aggregate limit. A valid Certificate of Liability Insurance must be provided to Show Management at least 30 days prior to the opening of the show. Exhibit Management Associates, Inc., Kentucky Exposition Center, and Genesis Exposition Services LLC must be named as additional insured; Certificate Holder should be Exhibit Management Associates, Inc.

10. Security: A security detail will be assigned by Show Management during all hours of the Show, but Show Management does not assume responsibility for the loss of and/or damage by fire, theft or any other cause to the Exhibitor's property. The Exhibitor agrees to have an attendant present and in charge of the Exhibitor's Exhibit Space at all times during the Show's exhibition hours.

11. Limitation of Liability: The Exhibitor, on behalf of itself and its officers, directors, employees, agents, contractors, licensees, patrons, guests, assigns, parents, subsidiaries, successors, heirs, personal representatives, executors, and administrators, agrees as follows:

A. Release and Waiver of Liability: The Exhibitor waives and releases any and all rights and claims for any injuries, losses, damages and liabilities of any kind, including, but not limited to, bodily injury and death and property damage, arising out of or relating to the Exhibitor's participation in and exhibition at the Show, against Show Management and its officers, directors, employees, agents, contractors, licensees, patrons, guests, assigns, parents, subsidiaries, successors, heirs, personal representatives, executors, and administrators (hereinafter referred to as "Releasees").

B. Indemnification: The Exhibitor agrees to indemnify, defend, and hold the Releasees harmless from and against any claims, suits, actions, injuries, losses, damages, liabilities, costs, expenses (including attorney's fees), judgments and penalties arising out of or relating to the Exhibitor's participation in and exhibition at the Show.

12. Kentucky Exposition Center Property: The Exhibitor agrees that it will compensate the Kentucky Exposition Center for any expense resulting from either injury or damage to the physical property of the Kentucky Exposition Center caused by the Exhibitor or its employees, agents, licensees or contractors arising from the use by the Exhibitor of the Exhibit Space at the Kentucky Exposition Center, including, but not limited to, the installation or removal of any Exhibits into or out of the exposition area. Any item or equipment which the Kentucky Exposition Center or Show Management deem necessary to protect the Kentucky Exposition Center's building, equipment or furniture will be at the Exhibitor's expense.

13. Severability: Should any of the provisions of this Agreement be declared or determined by any court to be illegal or invalid, the validity of the remaining parts, terms or provisions shall not be affected thereby and said illegal or invalid part, term or provision shall be deemed not to be a part of this Agreement.

14. Governing Law: This Agreement shall in all respects be interpreted, enforced and governed under the laws of the Commonwealth of Kentucky.

15. Entire Agreement: This Agreement sets forth the entire agreement between the Exhibitor and Show Management and fully supersedes any and all prior agreements, warranties or understandings between the parties.

SHOW RULES AND RESTRICTIONS

16. In addition to the above Terms and Conditions, the Exhibitor agrees to abide by the following Show Rules and Restrictions:

A. Noisy or Obnoxious Equipment: Any equipment or apparatus producing noise, vibration or odor that could be detrimental to neighboring exhibits or guests is prohibited. Plans for any questionable exhibits should be submitted by the Exhibitor for Show Management approval a minimum of 60 days prior to the first day of the show or within two (2) weeks of Show Management's acceptance of the Exhibitor's Application, whichever is earlier.

B. Complimentary Tickets: The distribution of complimentary tickets during the three (3) days of the Show, on the grounds of the Kentucky Exposition Center, is prohibited.

C. Hanging Signs: If the Exhibitor wishes to hang any object, such as a sign, from the ceiling immediately above its Exhibit Space, said item must be approved in advance by Show Management and must be hung by the Show Decorator.

D. Literature: Any distribution of literature or samples shall be restricted to materials directly related to the services or equipment of the Exhibitor. Such distributions shall be made only from the Exhibitor's Exhibit Space.

E. Promotional Stickers: The Exhibitor will not place promotional stickers on any portion of the Kentucky Exposition Center property or on attendee's badges.

F. Balloons and Food: Promotional helium-filled balloons and any and all food items are not permitted in the exhibition area without prior written permission of Show Management.

G. Sound Level and Music: Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. The noise level within an exhibit must not exceed 85 decibels as measured from the aisle immediately in front of the booth. No music (live or recorded) is allowed in any booth without permission of Show Management. Show Management is not responsible for the Exhibitor's licensing for the use of music in any form during the show.

H. Photography/Video Recording: No exhibit, performance or event presented at the Show shall be photographed, videotaped, broadcast or recorded for commercial use, sale, or distribution of any kind without the prior written consent of Show Management. Show Management is authorized to record and use audio/visual materials and photographs taken at the Show.

I. Exhibitor Personnel: Exhibitor personnel must be clothed in acceptable attire and must restrict their activities to their own Exhibit Space.

J. Official Services: The Exhibitor understands that designated official Show contractors are responsible for their area of operation and any outside contractor or worker must operate with the concurrence of the Official Show contractor(s) and Show Management. An Exhibitor Services Kit with a complete index of designated Show contractors and their forms will be provided to each Exhibitor.

K. Exhibitor Appointed Contractors (EAC): Any Exhibitor requesting a non-official contractor to perform services in Exhibitor's Exhibit Space must complete and submit an electronic EAC Form and valid Certificate of Insurance for each EAC, a minimum of 30 days prior to the first day of the Show. Any EAC without the appropriate EAC documentation submitted on its behalf will not be allowed access to the Show Floor. All EACs are subject to approval by Show Management. All EACs are responsible for adhering to all rules and regulations and shall refrain from placing an undue burden on the Official Show Contractors by interfering, in any way, with the Official Show Contractors' work. The EAC will not solicit business on the Show Floor at any time. If the EAC, in any way, disrupts the orderly conduct of business by any of the Official Show Contractors or impairs the efficient installation and dismantling of the exhibition, the EAC will immediately cease such disruption or be removed from the Show Floor. Show Management will have the final decision in such instances.

L. Intellectual Property and Counterfeiting: The Exhibitor is responsible for obtaining all necessary licenses, permissions and permits to use music, photographs, written materials or any other materials protected by intellectual property laws in the Exhibitor's Exhibit Space. The Exhibitor is prohibited from displaying, demonstrating or distributing promotional materials for any product which is considered by Show Management, at its sole discretion, to infringe upon the intellectual property rights, including patent, copyright and trademark rights, of another individual or entity. The Exhibitor is further prohibited from displaying, demonstrating or distributing promotional materials for any counterfeit product or any product which is otherwise deemed by Show Management, at its sole discretion, to be deceptively or illegally marketed. Show Management has the right to impose sanctions on the Exhibitor at its sole discretion including, but not limited to, immediate removal of the Exhibitor's product, displays and/or promotional materials without refund to the Exhibitor for any funds already paid; loss of the Exhibitor's Exhibit Space without refund to the Exhibitor for any funds previously paid; loss of consideration for preferred Exhibit Space at future Shows; and a prohibition on the Exhibitor from exhibiting at future Shows. All questions regarding intellectual property issues related to the Exhibitor's Exhibit Space should be addressed with Show Management prior to the first day of the Show. If intellectual property issues arise during the Show, such issues should be promptly directed to Show Management.

M. Interpretation and Enforcement of Show Rules and Restrictions: The Exhibitor agrees that Show Management is responsible for all aspects of the Show and shall have full power in the interpretation and enforcement of the Show Rules and Restrictions set forth in this Agreement. All matters not covered by the foregoing shall be determined by the final judgment of Show Management.